

## Project Design Phase II

### Customer Journey Map



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Project Name	Visualizing and Predicting Heart Diseases with an Interactive Dashboard

#### Customer Journey Map:

A customer journey map shows the processes they go through to perform a particular action, such as signing up for a newsletter or a product trial. The customer journey map will be more extensive if there are more steps required to perform the specified action.

## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

 <b>Scenario</b> Browsing, seeking, attending, and rating a local city tour	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?
 <b>Steps</b> What does the journey (or usual) typically experience?	By searching through online Finding via prediction dashboard Create User Account	visualize the information of prediction User gives their problems as their input to prediction system Reviews of the users about prediction system	Easy to access and visualize the prediction
 <b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Interactive Dashboard for Heart Disease prediction Disease Prediction at online	Interaction with Dashboard View the results from interactive dashboard	 
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("I help me..." or "I help me avoid...")	Help me to check whether I have heart disease or not Help me to get awareness about my health condition	Quick prediction for the given symptoms Emotional support, empathy and respect	Maintain Good health Awareness about heart diseases
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Detailed information about diseases Easy to access and visualize the prediction	Positive results from the prediction Clear information communication	Detailed explanation about the diseases Improved Prediction system
 <b>Feelings and pains of Customers</b>	Fear about their health condition Bewilderment	Trust User friendly environment	Knowing health condition from home Cost-effective method
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Suggestion to avoid heart diseases Displaying Symptoms related to heart diseases	Healthy Lifestyle Recommendation Learn about treatment and self-care	Staying informed about the diseases Incorporate new desired activities